

**To:** Edwin Roberson[eroberso@blm.gov]; Anita Bilbao[abilbao@blm.gov]  
**From:** Michael Richardson  
**Sent:** 2017-11-14T17:48:36-05:00  
**Importance:** Normal  
**Subject:** Fwd: Draft Comm Plan for review  
**Received:** 2017-11-14T17:48:46-05:00  
ATT00001.htm  
BLM Utah CommPlan ActiononMonumentReview Updated.docx  
BLM Utah QandA BENM Updated.docx  
ATT00002.htm  
BLM Utah QandA GSENM Updated.docx  
ATT00003.htm

Ed/Anita,

Here are the draft communication plans Dan requested, they are going to review and get back to me about the next steps.

Sent from my iPhone

Begin forwarded message:

**From:** "Richardson, Michael" <[mjrichardson@blm.gov](mailto:mjrichardson@blm.gov)>  
**Date:** November 14, 2017 at 12:35:10 PM MST  
**To:** Daniel DuBray <[ddubray@blm.gov](mailto:ddubray@blm.gov)>, Jeff Krauss <[jkrauss@blm.gov](mailto:jkrauss@blm.gov)>  
**Subject: Draft Comm Plan for review**

**Grand Staircase Escalante National Monument**

Questions and Answers

(b)(5) DPP

What are the major differences between the previous GSENM boundary established in 1996 and the revised monument boundary established in 2017?

(b)(5) DPP

Who manages the national monument?

(b)(5) DPP

Can I visit the new national monument?

(b)(5) DPP

I have a grazing/special recreation/research permit within GSENM. Who do I contact?

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How do changes in the GSENM boundary affect the management of paleontological resources in the area?

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How do changes in the GSENM boundary affect mineral leasing in the area?

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How do changes in the GSENM boundary affect mineral location in the area?

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How do changes in the GSENM boundary affect livestock grazing management?

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How do changes in the GSENM boundary affect travel management or route designations?

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How do changes in the GSENM boundary affect the need for overnight camping permits?

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Can I hunt or fish within the new national monument?

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**Bears Ears National Monument**  
Questions and Answers

(b) (5) DPP

What are the major differences between the previous BENM boundary established in 2016 and the revised monument boundary established in 2017?

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Who manages the new national monument?

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Can I visit the new national monument?

(b)(5) DPP



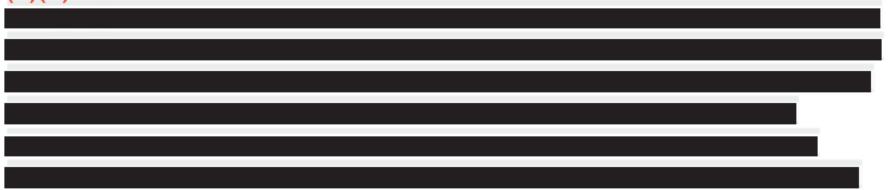
I have a grazing/special recreation/research permit within BENM. Who do I contact?

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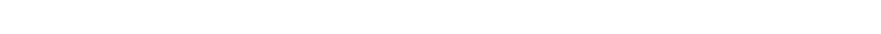
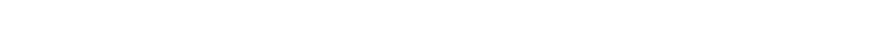
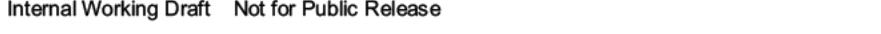
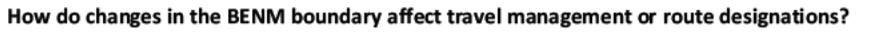
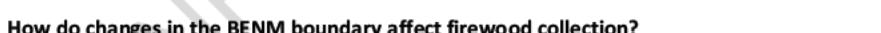
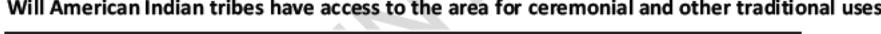
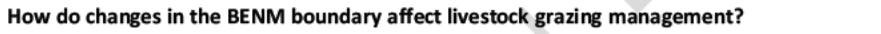
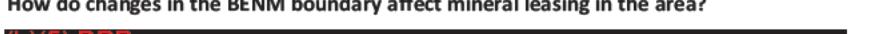


How are American Indian tribes involved in the management of the new national monument?

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Can I hunt within the national monument?

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Do I need camping permits or climbing permits to access the monument?

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### Communication Plan

#### *Presidential Action on Secretarial Recommendation for Grand Staircase-Escalante National Monument and Bears Ears National Monument*

##### INTRODUCTION

BLM Utah currently manages two national monuments: Grand Staircase Escalante National Monument (GSENM) established by President Clinton in 1996 and Bears Ears National Monument (BENM) established by President Obama in 2016. The establishment of both monuments has been the subject of intense media scrutiny and controversy. In April 2017, President Trump released an Executive Order requesting review of certain monuments, including GSENM and BENM. Secretary Zinke conducted a field visit to both monuments and prepared a recommendation.

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##### COMMUNICATION GOALS

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##### TARGET AUDIENCE:

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## KEY MESSAGES

Symptom	Percentage
Headache	100
Dizziness	95
Nausea	90
Vomiting	85
Tiredness	80
Itching	75
Skin rash	70

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## STRATEGIES

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## TALKING POINTS

#### I. Secretarial Review of National Monuments:

**In response to media inquiries:**

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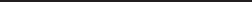
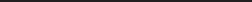
**If asked about Utah's efforts to transfer federal lands to the state:**

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**Other questions (*Paraphrased or direct quotes from DOI Press Releases*):**

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**II. Management of archaeological and paleontological resources on all public lands, regardless of monument designation**

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### III. Management of mineral resources

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IV. Management of valid existing rights (pre designation rights of way, leases, water rights, etc.) and grazing

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V. Management of Wilderness Study Areas [and other special designations, regardless of monument designation]

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VI. Management of wildland fire, regardless of monument designation

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VII. PLACEHOLDER: MONUMENT ADVISORY COMMITTEE

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